

Overview: As the community center of Fort Hays State University, the Memorial Union serves students, faculty, staff, alumni, and guests. Services located in the Union include:

- Encore Series & Presidential Speaker Series
- Faculty Lounge
- Food court, Starbucks, snack shop, sandwich shop and catering services
- Kansas Army National Guard Office
- Meeting rooms
- Student Service Center
- Tiger Card Center
- Victor E. Apparel & Gift Co.

Points of Pride: (for reporting academic year)

- ❖ Updated the memorial to Fallen Tigers and rededicated the Memorial Union to their memory as part of the Veterans Day observances on campus in November 2023. Additionally, a digital touchscreen memorial was added to provide more details on the fallen as well as other military and veteran connections at FHSU.
- ❖ Implemented a new point of sale system, OpSuite, in Victor E. Apparel & Gift Co. to provide better customer service and improve sales and assessment data collection.
- ❖ Hosted the Wayne Reynolds Kansas Union Directors Meeting with colleagues from KBOR institutions and Washburn University.
- ❖ Reviewed and updated student employee position descriptions for roles at the Student Service Center and the Admin Office to cross train and provide better service and improve the student employee experience
- ❖ Increased individual show ticket sales for the last 3 shows of the Encore Series season over the previous season shows by more than 50%.
- ❖ Implemented a pilot program for First Day Digital Access with 2 courses in summer 2024 to provide students with lower course material costs and immediate access on the first day of class.
- ❖ Finalized plans for lower level store renovation and game room space to begin fall 2024

Focus Areas for 2024-2025: (goals for next academic year)

- ❖ Complete renovation of the lower level of Victor E. Apparel & Gift Co. and game room.
- ❖ Finalize plans for renovation of lower level for lactation rooms and other spaces
- ❖ Completion of Memorial Union policy review
- ❖ Implement new early arrival tiger card form and process
- ❖ Complete the point of sale transition in Victor E. Apparel & Gift Co. by establishing a new online store
- ❖ Reimagine the role and duty of the student employee building manager position
- ❖ Implement a Smartsheet project to track recurring student employee tasks
- ❖ Complete the First Day Digital Access pilot and expand the program
- ❖ Complete changing of directional signage in building to updated, easily editable signage

By the Numbers:

Building Traffic Count	2021-2022	2022-2023	2023-2024
Memorial Union Fall	147,263	130,877	365,267
Memorial Union Spring	145,108	168,189	259,700
Fischli-Wills Center for Student Success Fall	26,650	46,170	48,085
Fischli-Wills Center for Student Success Spring	69,945	46,200	96,690
*Total Traffic	388,966	391,436	769,712

Building traffic in the Memorial Union and Fischli-Wills Center for Student Success increased. The 2022-2023 numbers were slightly down due to equipment malfunction, but the increase, particularly for spring 2024, is in part due to the closing of Forsyth Library for renovations.

Memorial Union Meeting Room Reservations			
Academic Year	On Campus	Off Campus	Total
2018-2019	4,661	502	5,163
2019-2020	3,484	183	3,497
2020-2021	2,407	65	2,472
2021-2022	3,465	54	3,518
2022-2023	3,578	139	3,717
2023-2024	3,509	114	3,623

Meeting room usage decreased slightly compared to the previous year due to fewer conferences that occur on a rotating basis being hosted in 23-24.

Fischli-Wills Center for Student Success Meeting Room Reservations			
Academic Year	On Campus	Off Campus	Total
2021-2022	1,386	0	1,386
2022-2023	1,106	8	1,114
2023-2024	1,415	9	1,424

Beach/Schmidt Performing Arts Center Bookings	#
Fall 2023	155
Spring 2024	74
<i>Total Beach/Schmidt PAC Reservations</i>	229

Reservations in Beach/Schmidt Performing Arts Center increased by 89 event days in the 23-24 academic year. More academic departments and area organization held events open to the campus and community compared to the previous year.

Tiger Card Center	#
New ID's Produced Fall 2023	905
New ID's Produced Spring 2024	604
Replacement ID's Produced Fall 2023	159
Replacement ID's Produced Spring 2024	139
Access Cards Fall 2023	18
Access Cards Spring 2024	34
Name Badges Fall 2023	56
Name Badges Spring 2024	99
Retiree Cards Fall 2023	2
Retiree Cards Spring 2024	4
<i>*Total ID's Produced</i>	2,020

The total number of Tiger Cards produced is 61 lower than 23-24 with the biggest changes being in the number of replacement cards and the number of Online student cards produced.

Victor E Apparel & Gift Co	2021-2022	2022-2023	2023-2024
Number of Transactions	6,670	6,494	5,133
Number of Items Sold	16,909	18,924	16,202
Gross Sales	\$362,177.79	\$437,494.18	\$354,965.18
Average Sale Per Transaction	\$63.42	\$63.56	\$66.83

This is not final data for 23-24, but we did anticipate sales being slightly down due to the absence of a store manager for most of the year.

2023-2024 Encore Series

Tickets Sold	#
Reserved Season Ticket Packages	414
Unreserved Season Ticket Packages	26
<i>Individual Show Tickets</i>	
Chicago Tap Theatre	35
Coco in Concert on Tour	62
Broadway's Next Hit Holiday Musical	96
Sofia Philharmonic Orchestra	59
Forever Young	227
The Silhouettes	173
The Kings of Queen	187
<i>*Total Tickets Sold</i>	1,279

Encore Series Donation	
2018-2019	\$29,462.56
2019-2020	\$35,760.30
2021-2022	\$27,569.18
2022-2023	\$30,997
2023-2024	32,870.12

FHSU Online Bookstore Sales

Academic Year	Number of Units	Avg. Cost Per Item
2018-2019	25,303	\$67.38
2019-2020	23,259	\$57.03
2020-2021	20,298	\$67.40
2021-2022	19,573	\$67.38
2022-2023	19,309	\$69.68
2023-2024*	19,806	\$66.06

23-24* FHSU Online Bookstore Sales by Format

Format	Number of Units	Avg. Cost Per Item
New	5,437	\$90.72
Used/Marketplace	5,286	\$45.27
eBook	8,949	\$63.85
Rental	134	\$34.16

*as of 6/13/24

For the first time since the COVID pandemic, the overall average cost per item for course materials decreased over the previous year by \$3.62 in 23-24. In looking at the types of materials purchased, eBook was the most popular for the first time since partnering with Akademos, which greatly contributed to the overall decrease in average cost per item. As the First Day Digital Access program continues, this trend should continue.